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ABSTRACT

This testimony presents evidence of children's television advertising excesses and abuses. The testimony points out that the average TV-watching child sees more than 22,000 commercials a year, and that on the programs most popular with children large numbers of over-the-counter drugs and hazardous products are advertised. The history of private sector and public regulatory activity, or non-activity, to protect children is presented. The very limited coverage of the child code of the National Association of Broadcasters (effective primarily Saturday and Sunday mornings) is cited together with the statistic that 90% of child television watching occurs other than on weekend mornings. A chapter of the testimony examines the reasons behind private and public inactivity and offers the suggestion that inadequate protection of voteless children is almost endemic to the private enterprise system. The role of the Federal Communications Commission, the Federal Trade Commission and the Food and Drug Administration is explained. The need for neutral academic research towards understanding how children absorb and process sophisticated messages for sophisticated products is underscored. Appendices include data on children's favorite programs; substances most frequently ingested by children under five; product warnings; and income as related to health; and accidents causing children's death. (Author/MS)

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9/76

Statement of

ROBERT B. CHOATE

Chairman

COUNCIL ON CHILDREN, MEDIA AND MERCHANDISING

Before the

Subcommittee on Communications

of the

Committee on Interstate and Foreign Commerce

United States House of Representatives

July 14, 1975

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TABLE OF CONTENTS

DIGEST 1

INTRODUCTION 1

PART I: THE SUBSTANCE OF ADVERTISING TO CHILDREN 3

PART II: HISTORY OF THE CHILDREN'S TV ADVERTISING CONTROVERSY 10

SUMMARY JUDGMENT 26

PART III: REASONS BEHIND PRIVATE SECTOR AND GOVERNMENTAL INACTION 28

PRIVATE SECTOR OBSTACLES 28

PROBLEMS WITHIN THE PUBLIC AGENCIES 33

Federal Communications Commission Role 34

The States' Role 35

Federal Trade Commission Role 36

Food and Drug Commission Role 38

CONCLUSION 39

APPENDICES

DIGEST

The testimony before the House Communications Subcommittee by Robert Choate of the Council on Children, Media and Merchandising on July 14 presents evidence of children's television advertising excesses and abuses. The testimony points out that the average TV watching child sees over 22,000 commercials a year, and that on the programs most popular with children, large numbers of over-the-counter drugs and hazardous products are advertised.

The testimony develops the statistic that over 6.2 billion child/drug advertising connections are created each year by television. Alistair Cooke, the ex-President of the American Academy of Pediatrics, officials of HEW, and others are quoted on over-the-counter drug advertising practices.

The history of private sector and public regulatory activity, or non-activity, to protect children is presented. The very limited coverage of the child code of the National Association of Broadcasters (effective primarily Saturday and Sunday mornings) is cited together with the statistic that 90% of child television watching occurs other than weekend mornings. The history also examines the delegation of protection to the private sector by the Federal Trade Commission, the Federal Communications Commission and to a degree the Food and Drug Administration.

A chapter of the testimony examines the reasons behind private and public inactivity and offers the suggestion that inadequate protection of voteless children is almost endemic to the private enterprise system.

The role of the Federal Communications Commission, the Federal Trade Commission and the Food and Drug Administration is explained. The need for neutral academic research towards understanding how children absorb and process sophisticated messages for sophisticated products is underscored.

INTRODUCTION

Mr. Chairman:

My name is Robert Choate. I am the Chairman of the Council on Children, Media and Merchandising. We have studied the child in the marketplace for five years. We have interacted frequently with the Federal Trade Commission, the Federal Communications Commission, the Food and Drug Administration and other agencies of government. We have testified frequently before Congressional Committees interested in commercial practices toward children.

...When a moderate TV watching child sees over 22,000 commercials for a wide range of products in the course of a typical year in this country;

...When pre-literate children are considered a fair target for sophisticated, polished commercials for foods of dubious worth;

...When products hazardous to children are advertised before child audiences running in the millions, yet carry minimum warnings and contraindications;

...When a nation is concerned with youth's consumption of drugs but ignores over 6 billion drug advertising connections made to children under 12 by television each year;

...When cleaning agents and caustic compounds cause an estimated 19,000 children under 5 to be taken to hospital emergency rooms each year;

...When hundreds of thousands of irate parents comment to a federal agency to do something about children's television and the agency does not respond for four years;

...When the Chairman of a regulatory agency tells Congress that the children's television advertising issue is caught in a "bureaucratic shell game";

...When reruns such as "I Love Lucy", "Gilligan's Island", "Hogan's Heroes" and "Bewitched" attract huge child audiences but are not subject to any broadcaster child code;

...When 44 million children are not served by their government or an elected representative;

IT IS TIME THAT THIS CONGRESS AND THIS SUB-COMMITTEE ON COMMUNICATIONS RE/IEW THE ACTUAL PERFORMANCE OF THOSE WHO PROFESS TO PROTECT CHILDREN.

PART I

THE SUBSTANCE OF ADVERTISING TO CHILDREN

The ten television programs which attracted the largest child audiences in the fall of 1974 were:

Emergency	8:00 PM Saturday
Wonderful World of Disney	7:30 PM Sunday
Planet of the Apes	8:00 PM Friday
The Waltons	8:00 PM Thursday
Happy Days	8:00 PM Tuesday
Apple's Way	7:30 PM Sunday
The Rookies	8:00 PM Monday
Land of the Lost	10:00 AM Saturday
Little House on the Prairie	8:00 PM Wednesday
New Adventures of Gilligan	9:30 AM Saturday

Source: A.C. Nielsen Company

Of these programs, the National Association of Broadcasters child code applied only to "The Land of the Lost" and "New Adventures of Gilligan."

In ten sample communities, the top 20 programs included these additional program titles; the application of any child code is dubious: (See Appendix 1)

The Six Million Dollar Man	Here's Lucy
Mannix	To Tell the Truth
Adam 12	Gomer Pyle USMC
All in the Family	Gunsmoke
Odd Couple	Get Smart
Gilligan's Island	

During three recent weeks between 7:30 and 9:00 PM, 106 commercials for over-the-counter drugs, household chemicals, aerosol products, lighters and razor blades appeared on national television to audiences estimated to include as many as 8 million children under 12. On the 40 most popular programs[1/] watched by children, the following products were among those advertised during a three week period in the fall of 1974:

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1. See Appendix 2.

Geritol	Lysol
Anacin	Arm & Hammer Oven Cleaner
Bayer Aspirin	Clorox Bleach
Digel	Drano
Alka Seltzer	Scott's Floor Stripper
Unicap Vitamins	Mop 'n' Glow Cleaner & Waxer
Arthritis Pain Formula	Listerol Spray Disinfectant
Dristan	Dow Oven Cleaner
Bufferin	Pine Sol Cleaner
Visine	
Nyquil Cold Product	Bic Butane Lighters
Sominex Sleeping Aid	Wilkinson Bonded Blades 1/

On the other hand, on the top weekend programs watched by children, when the NAB child code is in effect, the following products were advertised:

Kellogg's Cereals	Marx Toys
General Foods Cereals	Milton Bradley Toys
General Mills Cereals	Hasbro Toys
Quaker Oats Cereals	Romper Room Toys
Ralston Purina Cereals	Mattel Toys
Kool Aid	Kenner Toys
Tang	Marx Toys
Koogle Peanut Butter	Ideal Toys
Chiclets	Jiffy Pop Popcorn
Hunt's Snack Pack	Burger King
McDonald's *	Nestle's Crunch 2/

The heaviest advertisers of over-the-counter drugs and hazardous products to children all week long are:

American Cyanamid (Pine Sol)
American Home Products (Anacin, Arthritis Pain Formula, Dristan, Preparation H, Primatene Remedy)
Bristol Myers Co. (Bufferin, Drano, Excedrin)
The Clorox Co. (Clorox)
Dow Chemical Co. (Dowguard, Dow Oven Cleaner)
Miles Laboratories (Alka Seltzer, One-A-Day Vitamins)
Nabisco, Inc. (Geritol, Sominex Sleeping Aid)
Richardson Merrell Inc. (Nyquil Cold Remedy)

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1. Sources: A.C. Nielsen Company and Broadcast Advertiser Reports for the period 9/23 - 10/13/74.

2. Ibid.

* McDonald's spent $1,443,000 advertising on Saturday and Sunday morning programs alone in the first half of 1974 on network TV. (Broadcast Advertiser Reports, First Half 1974.)

Shering-Plough Corp. (Di-Gel)
Scott's Liquid Gold, Inc. (Scott's Liquid Gold Floor Stripper, Scott's Liquid Gold)
Smithkline Corp. (Contac)
Sterling Drug Inc. (Bayer Aspirin, Haley's MO, Lysol)
Upjohn Co. (Unicap Vitamins)

(Source: A.C. Nielsen Co., and Broadcast Advertiser Reports for the period 9/23 - 10/13/74.)

The Department of Health, Education and Welfare's National Clearinghouse for Poison Control Centers has documented the following cases of child misuse of over-the-counter drugs and hazardous products: 1/

Product	No. of cases - children under 5
Vitamins	5,146
Adult Aspirin	1,098
Children's Aspirin	4,275
Bufferin	160
Visine	84
Desitin Ointment	476
Lanacaine Cream	8
Contac	246
Dristan Capsules/Tablets/Mist	69
Nyquil	72
Alka Seltzer	13
Anacin	119
Excedrin	168
Sominex	58
Di-Gel Liquid/Tablets	40
Pepto Bismol	123
Ben Gay	566
Head & Shoulders Shampoo	336
Ex-Lax	730
Clorox	1,639
Lysol Disinfectant	579
Dow Oven Cleaner	21
Drano	241
Easy Off Oven Cleaner	70
Lysol Cleaner	268
Pine Sol	509
Liquid Gold	508

1. 1973 statistics, HEW's National Clearinghouse for Poison Control Centers. (Selected figures.) See Appendix 3.

The Consumer Product Safety Commission's National Electronic Injury Surveillance System data shows the following cases of accidental poisonings of children:

Product category	No. of cases - children under 5 [1]
Cleaning Agents, Caustic Compounds	474
Household Chemical Products, Other	148
Waxes & polishes	49
Pressurized/aerosol containers	23
Razors, shavers & razor blades	65
Cosmetics	229
Non-Prescription drugs	836

Individual Poison Control Center case histories include the following: [2]

A three and a half year old child ingested approximately 20 Bugs Bunny Multivitamin Tablets. The child's mother had the vitamins in her dresser drawer. The child thought they were candy and ate them. The hospital discussed safety precautions with the child's mother and gave her some literature. The hospital suggested that the mother give the child Ipecac Syrup to induce vomiting.

Two children, ages 3 and 4 ingested approximately 20 Pals Multivitamins with Iron tablets each. The hospital listed the cases as self poisonings. Both children were treated with Ipecac Syrup to induce vomiting.

A two year old child ingested an unknown amount of Bugs Bunny Vitamin tablets. The mother informed the hospital that the tablets were on the top shelf over the sink and that the child had to climb many obstacles to reach the pills. Ipecac Syrup was administered to the child to induce vomiting

Three children ingested an entire bottle of Chocks Vitamins among them. Their ages ranged from 4 to 6. The mother called the hospital, was told to give the children milk and to bring them to the hospital so that Ipecac Syrup could be administered to induce vomiting.

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1. 7/1/74 - 12/31/74 statistics, CPSC's National Electronic Injury Surveillance System, NEISS News, April 1975. (Selected figures.)

2. 1973 data compiled from HEW's National Clearinghouse for Poison Control Centers card files.

There are additional statistics and case histories available on ingestion of drugs and hazardous products by the young, but cases of ingestion by children over five years of age are lumped into a category which includes all persons over five, and hence would be irrelevant to this testimony.

The Consumer Product Safety Commission maintains a Hazard Index for Children. In Fiscal Year 1974 they projected from their available sample figures and estimated that there were 19,000 hospital emergency room admissions for cleaning agents and caustic compounds.

Coupling the incidence of over-the-counter drug advertising on the 40 programs most popular with children with the young audiences watching those advertisements, we have the following equation:

67 (OTC drug commercials in typical three week period)
X 17 (weeks)
X 5,500,000 (average child audience)
= 6,264,500,000 (Number of Child/Drug Connections aired)

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Not long ago, Alistair Cooke observed:

> The thing that bothers me most about commercials is the medical brainwashing that the family gets on television. It seems to me that it easily outweighs any lessons in chemistry or biology that the child picks up in school...The body of our knowledge about medicine is fed to us from a very early age by commercials -- and it's idiotic medicine. Mostly, it's either harmful or useless.

We concur. We also asked experts in child health issues for their opinions.

We have asked Dr. Carl Rickles of the University of Pennsylvania, Chairman of the Food and Drug Administration's OTC Drug Review Panel on Sedatives, Calmatives and Sleeping Potions, how he feels about advertising such products before large child audiences. He replied that he wants more time devoted to warnings in the ads.[1] He feels OTC sedatives should not be used by children. He said, "My gut feeling is that there should be as little advertising of these as possible".[2]

Dr. Fred Margolis of Michigan, a member of the American Academy of Pediatrics, is even more blunt: "Poisoning is our Number One emergency among children. Don't forget smart kids experiment more."[3]

I believe you have received communications from the American Academy of Pediatrics and from FDA Director Alexander Schmidt on this subject. I trust they will become part of the record.

Ex-Assistant Secretary of Health Philip R. Lee, M.D., says in his book Pills, Power and Politics,

> Special concern has been expressed over the potential impact of public drug advertising on drug abuse, and particularly its impact on children. "One of the messages children receive from such advertising is that medicines have magical qualities", it has been claimed by Dr. David Lewis of the Harvard Medical School. "They watch on television as a pill causes the instant transformation of a sufferer's face from glumness to glee. My concern is that such widespread promotion of drugs, their magical qualities, and the immediacy of their effects, may be factors that encourage our children to experiment with their own array of drugs."

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1. See Appendix 4 for child warning messages on product labels.
2. Telephone conversation, 7/2/75.
3. Conversation in Kalamazoo, Michigan, 4/11/75.

Dr. Jay Arena, past-president of the American Academy of Pediatrics, expressed his views on general pill advertising three years ago.

> The advertising of any medication needs restraint in claims made about it. But today children are often being urged to ingest potentially toxic compounds without any essential warnings or protection regarding them...
>
> Manufacturers should be urged to air drug advertisements during times when the children are less likely to be watching television and should also include warnings of danger in case of overdose on both the product and the ad. I believe that it is high time that manufacturers who stress the beneficial effects of their products - be they vitamins, drugs or even household agents - should also stress the safe use and inherent dangers of such products. 1/

Surely this body of facts and opinions warrants Congressional attention.

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1. New York Times, p. 35, 6/30/72.

PART II

HISTORY OF THE CHILDREN'S TV ADVERTISING CONTROVERSY

Today a moderate TV watching child sees 22,000 commercials a year. For the youngest children, 2/3 of these ads are for edibles. For the rest, the spectrum of products runs from pills to insurance.

How did this sad state of affairs come about?

After World War II the electronic industry was super-charged to introduce into every American home the new medium called television. To sell sets, the breadth and depth of the medium had to be sold, and television's enterpreneurial producers developed stories and scenarios specifically for the teenager, the newlywed, the aged, and, of course, the child. 1/

A willing participant was the food industry, for it too had a new technology -- processed forms of food. A plethora of foods could be sold in colors, containers, and ready-made forms which the housewife should not be able to resist. She was told she wanted to escape the kitchen's drudgery, and "convenience foods" became a national password.

It did not take the electronic industry long, with its eager new food sponsor, to discover that children could be salespersons within the home. Sponsors tried various techniques on various audiences, and food messages to children seemed to work. The dry cereal industry, never renowned for its ethics, came to regard children as its own emissaries.

In the early 1960's, Mattel, a Los Angeles-based pusher of girl dolls, decided to experiment with a huge advertising budget aimed at

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1. Children's TV: the Economics of Exploitation, by William Melody, Yale University Press, 1973.

children. For once, no mothers could bar the door; Mattel's message would be beamed directly from the corporate suite to the eight year old's fertile imagination. The Barbie Doll campaign caught on. Every eager sponsor of toys, foods, clothing, and even gasoline got the message. "Sell the kids and you've sold the family."

The resulting ad stampede had its inevitable effect on the nation's eating habits. Food consumption habits, surveyed in 1965 and compared to 1955 by the Department of Agriculture, showed nutritional slippage. Harvard's Jean Mayer said, "The fact is that, if we want to preserve the nutritional integrity of our food supply in the face of our transformation of the architecture of our meals, and the change in the nature of our foods themselves, we shall have either to legislate enrichment of all foods with all nutrients or give the consumer the information he or she needs to consume a modern balanced diet." 1/

In a mounting investigation of hunger in the United States, the decline in the nation's nutritional health came to light. 2/ The Congress became aware of the need for reforms in the nation's food habits in the late sixties. The White House planned a Conference on Food, Nutrition and Health.

Meanwhile, in Massachusetts, a group of irate mothers formed a nucleus to change local television station's practices toward children, both in advertising and programming. Action for Children's Television (ACT) was born.

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1. U.S. Nutrition Policies in the Seventies, by Jean Mayer, W.H. Freeman and Co., Chapter 14.

2. Hunger U.S.A., A Report by the Citizens' Board of Inquiry into Hunger and Malnutrition in the United States, Beacon Press, 1968.

The 1969 White House Conference on Food, Nutrition and Health not only discussed at length the nutritional miseducation of children represented by television; it also laid down specific recommendations:

> Nutrition education, as the President has said repeatedly, is a matter of first priority. Therefore, it cannot be cast in a beggar's role with radio and television stations for air time which is the people's property to begin with.
>
> Any nutrition education program must have the assurance that it will have at least as much exposure to the people through their mass media as is received by any selling effort on radio and television in behalf of major cigarette brands, automobiles, or airlines or other major consumer product selling efforts. These are not impugned. We merely say that nutrition education should get at least as much mass media support. 1/

The nation's food executives who participated in the White House Conference promised reforms. But by March of 1970 it was obvious the reforms would be slow in coming. Up to that time, I had been a senior staff member of the hunger crusade and the White House Conference; I listened to my children discuss the way dry breakfast cereals were sold on children's programs as compared to the manner in which they were sold on adult programs. A quick examination of the nutritional worth of the children's cereals revealed why the two types of messages might be different -- the nutrition in the children's cereal had been displaced by technicians and salesmen more interested in sugar.

Testimony to this effect in July 1970 produced headlines around the world. 2/ Eighteen months later, 36 of the 40 children's cereals I criticized had been reformulated. Vitamins and minerals were added, but the sugar content still remained high. The Council on Children, Media and Merchandising was then born.

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1. White House Conference on Food, Nutrition and Health Report, p. 183.

2. See testimony of Robert B. Choate before the Consumer Subcommittee of the Senate Committee on Commerce, July 23, 1970.

An ensuing White House Conference on Children and Youth also recognized television's attraction for children. It's selling habits were noted:

FCC Ban on Commercials

2.11a The Federal Communication Commission (FCC) take steps to stop production of mood altering drug commercials on radio and television because of the psychological effects on youth. The FCC should suggest to radio and television stations that public service time be focused on drugs and be presented to the public during prime time (6 p.m. to 8 p.m.) so that maximum benefit from these commercials will be derived by those persons most needy of this kind of education. We further suggest that sophisticated materials relating to the drug issue--presenting the full scope of the problems--be made available for all stations, in particular the small ones. 1/

By this time many of the nation's parents were aware that children were almost too attentive to television, and that program quality was deteriorating. The early effort to win audiences by imaginative programming slipped into mass cartoons, growing violence and up to 32 commercials per hour. Bored with the subject matter, few parents took time during weekend mornings to analyze what was in the "Kid-Vid Ghetto" as Variety called it.

ACT did. Peggy Charren will tell you of ACT's petitions to the FCC starting in 1970 and 1971. The Council too began to move. It went to the networks, the sponsors, and the advertising agencies. The private sector seemed to be the place to start.

We discovered that "cereal editors" at the networks had never taken nutrition courses and hence were in no position to judge the honesty of the food sales message. We discovered that Madison Avenue did not believe that nutrition could be sold; and even while a few advertising leaders, responding to the White House Conference on Food, Nutrition and

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1. White House Conference on Youth - Examination of Recommendations, Hearing before the Subcommittee on Children and Youth, Senate Committee on Labor and Public Welfare, August 2, 1971. (See Appendix 5.)

Health, were pushing on the White House an Advertising Council campaign to tell the public the ABC's of nutrition, ad agencies themselves hired no nutritionally competant staffers.

We discovered that the food companies did not want to lower their sugar coatings and , in fact, were developing newer forms of confections to be sold to children on weekend mornings. The nation's nutritionists eventually woke up to the fact that they did not need to genuflect every time a food corporation executive looked in their direction.[1] The Nutrition Foundation came under scrutiny for its industry bias. Food editors in major newspapers started to reject the canned stories of great products mailed to them by the food corporations.[2]

In an effort to get to the "heart" of the broadcasting world, the Council on Children, Media and Merchandising's legal counsel and I appeared before a meeting of the National Association of Broadcasters Code Authority on May 26, 1971 with a professional analysis of television's food sales efforts, particularly to children.[3] Pointing out that most items advertised on Saturday and Sunday mornings were for food, we graphed the emphasis on edibles during the weekend mornings.

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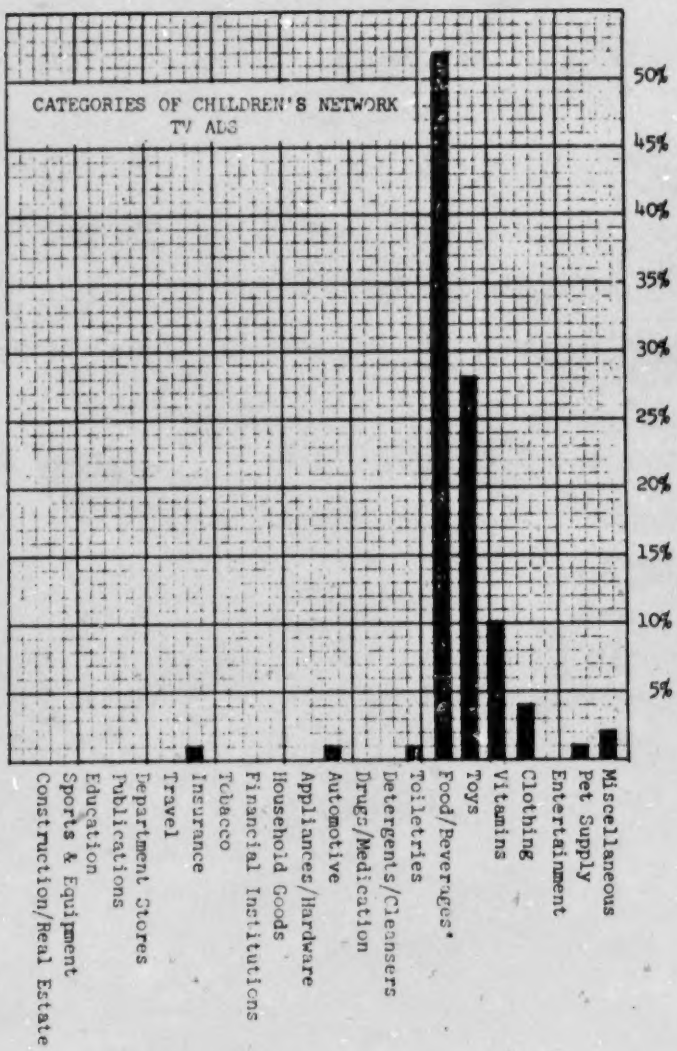
1. See testimony of Joan Gussow before the Subcommittee on the Consumer of the Senate Commerce Committee, March 2, 1972.

2. "Newspaper Food Pages: Credibility for Sale", by Phillip Karp, Columbia Journalism Review, November/December 1971.

3. Copies for sale by the Council on Children, Media and Merchandising.



Data is from Broadcast Advertisers' Reports, Network TV, Week Ending April 11, 1971.

* Food and beverages includes drive-in restaurants.

The result? The NAB Code Authority took the matter under advisement for six months and then rejected the issue as not warranting their attention. (I wonder now whether they will think back to the wisdom of that decision. If they had moved, much of the impetus for advertising reform would have abated.)

The rejection by the NAB was anticipated, for their questions had been desultory. The Council then went to the Federal Trade Commission and asked for a total examination of the way items were sold to children. Products other than foods were mentioned for it was becoming obvious that children were slipping out of the Saturday/Sunday morning television habit, and were watching more late afternoon reruns and early evening situation comedies. We asked the FTC to look into drug advertising, comic book advertising, and even the way gasoline was sold through children. (Remember the Texaco toy trucks, ARCO's arks with over a dozen pairs of animals, or Shell's dolls?) 1/

We did convince the FTC to hold advertising hearings. But the sponsors, agencies and broadcasters moved en masse to change the nature of the hearings. Children quickly became the non-focus. Ten days of witnesses were planned. The FTC was persuaded to let the industry's big guns occupy the witness chair in the beginning while the press was attentive. Those testifying on children, including myself, were given later and more limited time slots. But the 1971 hearings on advertising do contain our record of having tried to persuade our government to move

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1. See testimony of Robert B. Choate before the Federal Trade Commission, November 10, 1971.

to protect children from advertising abuses.[1] We pointed out the insidiousness of advertising over-the-counter drugs to children.

Meanwhile, the Food and Drug Administration was moving. Carefully wooing industry's slow compliance, it ordered changes in the nutritional claims of packaged foods. It spoke out at nutrition meetings on the ineffectiveness of some forms of the new food concoctions. The late nutritionist Judith Cooke worked hard on food label reforms and then moved over to the FTC to help them start the new advertising phraseology.[2] Her untimely death, coupled with a classic case of young lawyers invading territory they couldn't comprehend, sent the FTC effort into a nutritional tailspin.

One exception was the quietly synergistic cooperation of FTC's Robert Pitofsky and FDA's Peter Hutt, the meeting of FTC Chairman Miles Kirkpatrick with a 12-year-old named Dawn Kurth, and the pressures of ACT and a few doctors which resulted in the decision of vitamin pill companies to pull their messages off the Saturday/Sunday morning programs for children. (Perhaps they knew that the larger children's audiences already had moved to late afternoon and early evening, where vitamin ads continued to be placed.)

The Council on Children, Media and Merchandising's efforts with the private sector continued. We implored the Libby Company to publish

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1. See "Advertising and the Public Interest: A Staff Report to the Federal Trade Commission," by John A. Howard and James Hulbert, February 1973.

2. See "FTC Still Dragging" by Marion Burros, Washington Star News, 11/29/73.

and improve the nutritional content of the frozen dinners they advertised to children -- but without success. We joined others and beseeched Continental Baking to correct its advertising and lower its sugar content, but Wonder Bread and Hostess Twinkies stayed the same.

By this time our acquaintences included executives from the American Advertising Federation, the Association of National Advertisers, and the American Association of Advertising Agencies -- the trade organization and lobbying arms of the advertising industry. Their total lack of conscience toward children was all too apparent. In an effort to correct their inadequacies from within, my office spawned an idea for a group of advertisers and members of the public to band together to make corrections in misleading advertising prior to any governmental involvement. The group was to be a private regulatory group but of such breadth of public members that anti-trust violations were impossible. Victor Elting, then Chairman of the American Advertising Federation, was given the idea. A year later something called the National Advertising Review Board was born, but its public membership was weak -- a typical industry reaction.

ACT's pressure on Chairman Dean Burch and the FCC by this time had stirred up a plan for hearings on children's television. Burch himself started to make speeches about protecting children. In a February 2, 1971 address to the American Advertising Federation he said:

> I believe that in the case of advertising directed to children, the standards of what is false and deceptive must be judged in light of the crucial fact that the audience is so unsophisticated, so young and trusting. It is, I submit, intolerable to seek to bilk the innocent with shoddy advertising appeals. As some person aptly put it, that is akin to statutory rape.

The FCC held hearings in October 1972 and January 1973 on the issue of

children's television.[1] The Council again voiced its concern and made recommendations for advertising reform.[2] After almost four years of discussion and contemplation, the FCC appeared ready to move, and seemed to have a majority in favor of doing something to protect children from programming and advertising abuses. Curiously, the Chairman chose not to perform, and resigned in the Spring of 1974 with the matter unresolved. Ex-General Counsel of the FCC Richard Wiley came aboard as Chairman. He eliminated Burch's staff on children and did not bother to read the staff's report on children's television until a column by Jack Anderson exposed the existence of the "buried FCC study".[3] It soon became evident that the FCC thought of itself, in the Chairman's words, as "an engineering, legal and processing agency"[4] which is "probably at this point not set up for deep psychological and sociological aspects of our work."[5]

During this period, Federal Trade Commission Chairman Lewis Engman was erupting in action-oriented phrases. In a speech before the American Advertising Federation on August 6, 1973 he called for reforms in children's television advertising. The phraseology was startling:

> ...I believe that the time has come for action on children's television advertising. And if television advertising deceives our children, if it frustrates them through false or misleading promises, if it promotes the sale of dangerous toys of other products, if it fosters dietary habits which endanger their

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1. Except for the FCC's internal transcripts of these hearings, there is no public record of either of the three day sessions held in October and January.

2. See testimony of Robert B. Choate before the Federal Communications Commission, January 9, 1973.

3. "Buried FCC Study Blasts Broadcasts", by Jack Anderson, The Washington Post, 3/26/74.

4. Testimony of Richard Wiley before the House Appropriations Committee, March 12, 1974

5. Testimony of Richard Wiley before the Senate Appropriations Committee, March 8, 1974.

> health -- if it does these things, I think television advertising will soon find itself circumscribed by legal restrictions and requirements.
>
> .....
>
> ...And, whether it is voluntary action, or action by the Congress, or by the Federal Communications Commission, or by the Federal Trade Commission, or by any other branch or agency of government, is up to the interested parties. But I am confident, and I assure you, that there will be action.

The trouble with the speech was soon evident. Engman had not cleared it with his fellow Commissioners, and they downplayed it as non-Commission policy. A few on the FTC staff were told to look at child issues; Gerald Thain became a source of FTC wisdom on children. A Pitofsky protegé, he soon found the Commission was ambivalent on children's issues. But Chairman Engman assembled a Children's Television Advertising Project made up of a few sponsors, broadcasters and a great many advertising trade organization representatives. Charren and Choate were there, with representatives of Consumers Union, Consumer Federation of America, U.C.L.A. Communications Research Program, and nutrition educator Joan Gussow of Consumer Action Now.

An early confrontation indicated the strength of the FTC's interest in children. The FTC's young lawyers wanted no minutes, no tapes, and no official record of the meetings. The consumers did. Even the industry personnel thought the FTC position strange. The FTC's underlings fled to the phones for advice when the consumer and industry representatives combined to overturn the FTC's "no record" plan. (We still have the curious tapes of those most curious meetings.) Perhaps eight meetings took place over nine months under the FTC's nervous mantle. Nothing

happened. The FTC gave up in despair. Three years after their hearings on advertising, originally inspired by the children's issue, the FTC had accomplished nothing.[1]

The FCC was into its fourth year of inaction when the FTC negotiations collapsed.

The National Association of Broadcasters, however, was not idle. It smelled the change in the political wind and went to its membership with proposed amendments to its code for children.[2] Carefully phrasing its reforms to exclude most of the television children watch, the NAB came forth with platitudes and goals which reminded one of Fourth of July speeches about the hearth and flag. In full page advertisements in major newspapers and magazines, the NAB boasted:

> ...Here are some don'ts from the Code: Children can't be shown risking harm. And they can't be told to ask their parents to buy things for them. Ads musn't mislead. And they musn't confuse young viewers or cause dissatisfaction by comparing one toy with another. Program hosts can't sell to youngsters during their programs, and famous people whom kids admire can't endorse items. Products must not be overglamorized, but shown as they are. Words like "just" and "only" can't be used to make prices seem attractive...Medical remedies can't be sold in or near children's programs. (emphasis added.)
>
> The Code is one way broadcasters meet their responsibilities to youngsters.[3]

The ad said nothing about the very limited application of the NAB code.

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1. See address by Chairman Lewis Engman before the American Advertising Federation, June 3, 1974.

2. NAB Code News, May and June, 1974.

3. NAB Code News, March 1974, p.3.

The Council of Better Business Bureaus urged its National Advertising Division to get into the problem area, but restricted it to advertisements on programs where children were in the majority of the audience. It did so by adopting the two year old untried code of the Association of National Advertisers. However, it also pulled together a Children's Review unit and asked seven respected child experts to advise it. They reviewed the ANA principles and have just published modified Children's Advertising Guidelines.

The guidelines sound fairly intelligent until one reads between the lines and realizes that the phrase, "medications, drugs and supplemental vitamins...should not be advertised to children" is conditioned by the disclaimer:

> Commercials appearing in shows for which children are a substantial audience segment, but less than 50%, will be regarded as subject to these Guidelines only when they are clearly addressed to children eleven and under.

Thus Sominex, appearing last Fall on major child programs, would have to say the pill was for those eleven and under to come under the "revised guidelines."

Some improvement! Some revision! These guidelines, like the NAB

---

1. Letter from William Tankersley, Council of Better Business Bureaus, to Robert B. Choate, November 12, 1974.

Code, have no enforcement power.

We ourselves looked for help from neutral researchers interested in children. While there may be 100,000 papers on how children learn, there are probably not more than 1,000 on how they learn from television, and less than 100 on how they learn from commercials on television. 99% of the research is based on United States practices. The clique of television child researchers is small. But the names are familiar to those in child development: Atkin, Bandura, Fowles, Friedlander, Himmelweit, Kenniston, Lesser, Liebert, Lyle, Maccoby, Mielke, Palmer, Stein, Wackman, Ward and White.

Among those who obviously work on industry's side there are hundreds, including Banks, Helitzer, Heyel, Hyatt, Reilly, Wells, etc. Motivational research by those who want to perfect ads to children is crass and blunt. Our testimony before the Consumer Subcommittee of the Senate Commerce Committee on February 27, 1973 entitled, "The Selling of the Child" lays bare the practices of these "researchers" who analyze children for those who sell to them.[1/] I hope you follow up on that research.

The scope of the research by academicians who are not solely interested in selling is more diverse. You have called two top witnesses to this hearing and will soon be able to assess the state of the art. Remember please that the shortage of such research is a reflection

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1. Copies of this testimony available from the Council on Children, Media and Merchandising at $5.00 per copy.

on how little attention has been paid to defending children.

We knew more research was needed if industry's practices were to be evaluated. We went to FCC Chairman Burch and FTC Chairman Kirkpatrick in January 1973, and to their successors over a year later, urging the two Federal agencies we assumed were most responsible for protecting children to fund and foster research where it was needed. I held a lunch at the Federal City Club in May 1973 and assembled people from the National Science Foundation, Children's Television Workshop, the Federal Trade Commission, and the Federal Communications Commission. A proposal to the National Science Foundation was thought prudent. It took a year to draft the proposal; it took half a year to process it; it took FTC and FCC urging to push it through. 1/ At last, the National Science Foundation has funded a $124,000 research project at Harvard to permit experts to survey the existing literature on the effects of television advertising on children. After two years, no new government inspired research has been started to protect children.

The Congress, meanwhile, was only half asleep. Between 1970 and the Spring of 1975, the following hearings produced testimony on advertising to children. The list is not complete, for casual references to children and advertising may have appeared frequently else-

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1. Letters expressing support and need for research by FTC Chairman Miles Kirkpatrick to Robert Choate on 1/10/73 and by FCC Chairman Dean Burch to the Bruner Foundation, 2/14/73.

where:

Dingell	- House	6/11/71
Moss	- Senate Consumer Subcommittee	- 7/23/70
Moss	- Senate Consumer Subcommittee	- 3/2/72
Moss	- Senate Consumer Subcommittee	- 2/27/73
McGovern	- Senate Select Committee on Nutrition and Human Needs	3/5,6,12/73
Proxmire	- Senate Appropriations - FCC	- 3/8/74
Boland	- House Appropriations - FCC	- 3/12/74
Moss	- Senate Legislative Oversight - FTC	- 3/14/74
McGee	- Senate Appropriations - FTC	- 3/26/74
Whitten	- House Appropriations - FTC	- 3/26/74
Pastore	- Senate Oversight - FCC	- 3/27/74
Pastore	- Senate Commerce Hearings 7/25/74	
MacDonald	- House Overview 3/11/75	
Pastore	- Senate Oversight 4/22/75	
Slack	- House Appropriations 5/14/75	

The type of hearing you are holding this week, Mr. Chairman, is a rarity on either side of the Hill, particularly so in the House.

In all that testimony, two items stand out. Chairman Engman, responding to a question by Senator McGee during the FTC Appropriations hearings admitted that the children's advertising issue was caught in "the old bureaucratic shell game".[1/] In 1975 before the House Appropriations Subcommittee he made no mention of children whatsoever in his prepared remarks.

The Senate has paid attention to the issue of the child in the marketplace, but no better conduct is noted in the agencies downtown. The House Appropriation hearings have included clear instructions from the members that children are to be better protected. But legislative oversight hearings and appropriations hearings are not the answer. Questions are raised; Congressional opinions are stated; but the agencies carry on as before.

1. See subcommittee of the Committee on Appropriations, U.S. Senate, hearings on March 26, 1974.

SUMMARY JUDGMENT

This chronology justifies the skepticism consumers acting in behalf of children hold for due process reforms of a national ill.

The private sector, approached for internal reform, has publicly questioned the validity of those who question its policies. It has gone behind closed doors and enunciated reforms which apply to as little of broadcast commercialism as they think they can get away with. The definitions of "children's advertising" are transparent in their desire to evade coming to grips with the problem.

Agencies of government, perhaps equally responsible for industry health and consumer protection, have bought the industry line hook and sinker. The Congress has perfunctorily watched the performance of these agencies and has looked the other way -- perhaps because alienating broadcasters makes the next campaign more expensive.

(The written press has vacillated in its coverage of the issue. Newspapers have covered some of the accusations and responses. The national magazines, particularly Time, seem to have a deaf ear. Such periodicals as the Wall Street Journal carefully have shied away from looking at the equation between good programming to children and massive profits gleaned from an unsuspecting audience. Television itself not only has chosen not to tell the child and his parents of the limits of code protections, but has carefully avoided covering in news programs the issues raised by children's television critics to the point where its censorship is obvious. We will watch this week's coverage with interest.)

So we come to the House Communications and Consumer Subcommittees. We see an FCC acting like a policeman directing trucks and cars but paying

no attention to the pedestrians, but at least it is forthright in its disinterest in children. And we observe a more devious FTC, talking a good game but doing even less than the FCC. Both are hollow shells as far as consumers are concerned.

Print advertising to children is totally neglected but contains perennial frauds. Obviously it will take the Congress to get the FTC to move.

There has been recent White House criticism of 'regulation'. Standards for companies unable to truly compete may be a mess but regulation of the profit seekers who gouge children is a joke.[1/] Within the FTC and FCC it has not taken place; the call is for some regulation and less deferral to the private sector.

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1. Testimony by Ralph Nader before the Subcommittee on the Consumer, Senate Commerce Committee, June 23, 1975.

PART III

REASONS BEHIND PRIVATE SECTOR AND GOVERNMENTAL INACTION

Having described the labyrinthian processes through which reform is avoided, we now look at root causes. Some of the problems occuring when adults sell to children are inherent in the private enterprise system.

PRIVATE SECTOR OBSTACLES

The impediments to private reform of these problems are complex.

A. The very process of the private enterprise system with its reward mechanism gives highest marks to those who sell best, most often, and at the highest mark-up to anyone who can influence a purchase, including children. High mark-up items, particularly those with low ingredient cost, beget high advertising budgets. Any private codes which impede those mark-ups, ad budgets, and profits run counter to the whole thrust of the economic system. The expenditure of over $200,000,000 by TV sponsors each year advocating the purchase of products whose unit price is under $5.00 but whose quality is marginal invites competitive distortion in statements reflecting real value and merit. Hence industry's support of codes must be half-hearted. Therefore, we must expect closed door management of codes and more rhetoric than substance in their execution.

B. Private codes with real teeth in them may restrict trade, and hence run afoul of anti-trust policies of both the Department of Justice and the Federal Trade Commission.[1/] While Justice does point out that openly administered codes are probably more legitimate, their interest in the matter gives an NAB a devious excuse that their exclusively industry-administered code cannot have more teeth.

C. The fraternity of business castigates and deprecates any member who puts others in a bad light when they initiate reform. The refusal of sponsors and ad agencies to testify before this Subcommittee is witness to their collusive banding together when threatened.

D. Many of the problems with present day television to children stem from the en masse nature of advertising; it is not the single drug ad or the isolated cup cake commercial that corrupts a child's perspective. It is 30 advertisements for sweets per day or 10 advertisements for pill popping. Since no single sponsoring company can be expected to initiate reforms by pulling back its competitive selling efforts, and since no advertising agency can be expected to ask for a smaller budget, and no network can be expected to send business to another network, there is no force short of public outcry and resulting governmental action to stem the tide of en masse advertising. It is counter to every motivation in the private enterprise system to be moderate in advertising products of dubious worth to children.

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1. White Paper on Alternative Mechanisms for Administering a Code for Advertising to Children, submitted to the FTC by the Council on Children, Media and Merchandising, May 1974.

E. Incomplete information, or slanted exaggeration in a sales message acceptable to an adult, makes any commercial transaction dishonest when viewed from the perspective of the unsophisticated child.

F. Television, because it is glamorous, lends its glamor to anything appearing on it.

G. Children do not comprehend the role of advertising in a private enterprise society, and have few competing sources of information from which to gain a balanced view of an item's worth. "Protective codes" may suggest trust, but if the child does not know when the code is operative and not operative, he/she cannot know when to believe. (To our knowledge the time of day when certain code's provisions apply are not made public by a station.)

H. Some products, hazardous in their nature, may represent an attractive nuisance when advertised to children unable to comprehend their proper uses, limitations and warnings.

I. Sweetness appeals to youth (particularly black youth). Knowing this, food companies inevitably compete to make their products sweeter, hence usually more cariogenic. The poor are affected more adversely, for dental care for them is not a cosmetic choice, but a high cost repair process.

J. Products may seem to be adult oriented and thus are not scrutinized in their message to youth by parents and advisors; yet the message may carry import far beyond the actual words. An example is the pill popping habits of the USA, seemingly endorsed by

TV, the nutritional imbalance of television's menu, or the materialism advocated by a medium which sells so hard.

It is for these reasons that an NAB maintains a two inch thick book of advice to broadcasters on proper broadcast techniques, yet their code for children ignores 90% of the TV seen by those under 12.

It is for these reasons that broadcasters pass the buck of responsibility for child protection to parents , yet keep secret the sophistication of their selling efforts to the child.[1] And for these reasons the networks refuse to carry educational messages to parents and children on the nature and techniques of television advertising.[2]

It is for these reasons that we hear terms such as "consumer socialization" invented by the advertising world to justify their excesses. They truly believe advertising is a necessary part of a child's upbringing. Consumers, on the other hand, perceive heavy advertising to children, many of whom cannot read, as "customer indoctrination". The cereal companies have learned that two year olds can identify cereal boxes with premiums inside.

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1. See testimony "The Selling of the Child", R.B. Choate, Senate Commerce Committee Subcommittee on the Consumer, February 27, 1973.

2. Formal complaint to the FCC by the Council on Children, Media and Merchandising against CBS and ABC charging them with failure to meet their public interest and fairness doctrine obligations with respect to advertising aimed at children, July 24, 1974.

Beyond these defects there is a curious blindness among the business community about our children's waning trust in the private enterprise system. We parents know many children now distrust our economic system. We wonder why they do not count our blessings. But these same businessmen, called to account for the deceits in children's ads, reply that a child's own skepticism should protect him or her from advertising exaggeration. They even finance research to show the skepticism exists.

I contend that this disillusionment has its root in television advertising. The partially effective NAB code is operative primarily for those under 5 or 6. The older children watch more television which is outside any children's code. Is it not possible that children looking at commercials not "cleaned up" for their consumption quickly perceive the fraud that is part of the adult commercial scene. Do they not learn that adults lie, and exaggerate, and do not tell all the facts; do they not learn the trickiness of the slogans -- particularly if they go out and make purchases, or invite their parents to, and find the end product less than that touted to them over the tube? I firmly believe that one of the root causes of our children's distrust of the private enterprise system stems from the fraud shown to them over television. And since a moderate TV watching child sees over 22,000 commercials each year, the 9 year veteran of 200,000 commercials becomes a firm skeptic of our business way of life.

In short, I contend that the fraudulence of television advertising and of those who profess to operate meaningful codes is responsible in large part for the alienation of our youth from the merits of the private enterprise system. But until advertising executives comprehend this, they will blame other forces for the alienation of our youth.

A last observation on the private sector, a superficial justification used by industry for no regulation by government comes with citation of the First Amendment. Chairman Wiley has bought this argument and repeated it frequently to the Congress. The claim is invalid. Advertisements are not granted the same protections of the First Amendment as is editorial speech.[1/]

PROBLEMS WITHIN THE PUBLIC AGENCIES

Congress has put jurisdiction over broadcasting solely within the Federal establishment - at the FCC. Hence consumer appeals can only be at the Washington level if local broadcasters choose not to reform. A Washington effort by consumers requires professionalism and persistence par excellance, and we are not succeeding. We are foiled by the shared responsibility between at least two agencies, perhaps three with the FDA. We need consolidation; but where? Let us examine each of the three - FCC, FTC, FDA.

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1. See testimony of Robert B. Choate before the Subcommittee on Communications, Senate Commerce Committee, April 22, 1975.

FEDERAL COMMUNICATIONS COMMISSION ROLE

Chairman Wiley describes his agency as without sociological expertise. Having no child experts within the Commissioners (a defect apparently not recognised by the Congress), he apparently feels no need to have special insights into children. He has created no child development slots on his staff; he has asked for none in his budget; he has no child office to which petitioners can turn.[1] Thus 44 million citizens are ignored.

Other habits of the FCC bother us. 95% of Chairman Wiley's public travel budget last year was to broadcaster-oriented meetings;[2] less than 5% was to consumer/viewer groups who have an equal interest in broadcast patterns. Recently Chairman Wiley announced a new form for broadcasters to report their commercial patterns to children. He exempted any reporting on re-runs in the afternoon. He seems to be saying that children are not a major part of the audience for "Hogan's Heroes", "Gilligan's Island", "Bewitched", "Lucy" and the like. Or is he favoring the independents who run so many network castoffs?[3]

After four years of FCC inaction, the Commission last November issued a Children's Television Report and Policy Statement. I will leave it to Mrs. Charren of ACT to describe the disappointment felt by the consumer community as a $40 million agency ducked an issue and deferred to the National Association of Broadcasters all responsibility for protecting children. We feel that organization is a sham; we feel the FCC has no such power to delegate.

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1. Testimony of Richard Wiley before the House Subcommittee on Appropriations, May 7, 1975.

2. Ibid., pp.441-444.

3. See Council on Children, Media and Merchandising petition to FCC, April 10, 1975.

The FCC Chairman acknowledges a shared responsibility with the FTC on broadcast advertising. We urge consolidation but at a recent NAB meeting on children's television programming, Wiley's assistant, Larry Seacrest, indicated the FCC liked the shared arrangement and did not back the FTC idea of consolidating responsibilities.

Perhaps our problem is in the mandate of the Commission. A reading of its enabling statute reveals it may not be a consumer protection agency. Hence consumers should not apply there. If this is so, we ask the Congress to tell us who is in charge of television matters of importance to 44 million children. If not the FCC, who?

As it is now constituted, we believe the FCC is incapable of knowledgeable, prudent child decisions. We believe it is far more interested in the orderly flow of broadcaster profits than in child issues.

THE STATES' ROLE

The power to regulate misleading advertising has not been solely reserved to the Federal establishment. States have consumer protection agencies and departments and can prosecute at the local level. But few states have adequate budgets for the consumer agencies; not many of those agencies want to pit their lawyers and meager budgets against those of General Mills or Bristol-Myers. In fact, the question as to state powers over locally broadcast advertisements has never really been clarified. I suggest Massachusetts can require special warnings on the air when hazardous products are advertised in front of Massachusetts children. Tort law might be cited to call the advertising

of dangerous products in front of children an attractive nuisance. But the Congress should clarify this if it expects the states to act in place of the FCC or FTC. Attorney General Bellotti may have some insights when he testifies.

FEDERAL TRADE COMMISSION ROLE

Chairman Engman and his FTC Commissioners have taken another tack on children. They talk about them a lot, but nothing ever happens. It is four years since we pointed out to the FTC drug advertising to children.[1] Ninety days ago I petitioned the FTC to move immediately on hazardous product advertising to children. Tom Rosch's answer of June 20, 1975 indicates no forward movement.[2] The Consumer Product Safety Commission has shown its concern, but also its ineffectiveness.[3]

(The FTC has had food and nutrition advertising, which includes child provisions, under consideration ever since that 1969 White House Conference on Nutrition and Health. It has managed to alienate the food industry, the nutrition profession and the consumer agencies with the publication of three indecipherable documents within the last year. The prospective nutrition rule now seems in limbo - after three years of "study".)

(The FTC's recent premium utterances are another example of its starting to show a concern, and then backing down because an offended industry aroused a few Congressmen with premium houses in their Districts.)

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1. Testimony of Robert B. Choate before the Federal Trade Commission, November 10, 1971.

2. Letter from Thomas Rosch to Robert B. Choate, June 20, 1975.

3. Letters from the Consumer Product Safety Commission to Robert B. Choate, February - May 1975.

The FTC now has a marvellous opportunity to move on hazardous product advertising. It can make major changes in drug ads. We wonder if it will give special attention to those advertised to children. (The FDA has underway an entire review of all over-the-counter drugs. The monographs from their expert panels can guide the FTC as it sets standards for accuracy in drug advertisements.) But we see no FTC interest in children and hazardous products such as drugs.

It would seem so reasonable if the FTC would rule that:

> An advertisement portraying an over-the-counter drug shall not suggest, state, imply or portray that the drug is effective, or more effective, for relief of any ailment, complaint or symptom, beyond that which is mentioned on the label of the product as conditioned by the FDA panel monograph, AND
>
> ...an advertisement for an over-the-counter drug shall be deemed unfair unless it fully reflects the content and extent of the recommended warnings and contradictions including, but not limited to, those pertaining to children and child ingestion.
>
> Furthermore, any claim for an OTC drug in an advertisement shall be deemed unfair unless the documentation of that claim by expert research is in the public domain.

FTCers tell me that they are still constrained to the point where they cannot order a warning on an OTC drug unless not to have it is deceptive or unfair. Is it not unfair to poison a child? It is as though the people at the top of the FTC (and FCC for that matter) believe the best government is the least government and hence occupy their $38,000 seats to ensure that our regulatory agencies do not regulate, even in behalf of 44 million voiceless, and voteless, citizens.

(A totally different reason for FTC ineptitude is the angry family squabble going on among the five Commissioners. Vote bartering is apparently a way of life. This merits a Congressional investigation on its own.)

FOOD AND DRUG ADMINISTRATION ROLE

The Food and Drug Administration must be a party to these observations. The FDA has seventeen panels reviewing all the over-the-counter drug labels for accuracy. Their review panels are recommending what should be said on the label regarding adult and child use. Surely the FDA can advise the FCC or FTC how strong a ban or warning to put on a drug advertisement aired before millions of children. Since there are territorial jealousies, perhaps Congress can advise the FDA to help the FTC and FCC on drug matters.

On food matters, again, perhaps the Congress can stop the buckpassing. For years consumers have been perturbed at the emphasis on sugar and sweetness in television food advertising. The percentage of sugar in most heavily promoted foods is kept secret by the food companies; a researcher in Houston recently documented the sugar content in dry cereals (the most touted-to-children food product) and reported sugar contents as high as 68% for some products. Industry did not challenge his figures. 1/

The FTC in 1973 would not permit us to include sugar in our Children's Television Advertising Project deliberations because a rule was "under consideration". Receiving a 1974 petition to make up its mind, the FTC panicked and sent the matter to FDA for expert opinion. The FDA panicked and asked the National Academy of Science to make recommendations. It called a meeting - a NAS forum. The discussion there was learned. There was no equivocation on the role of sugar and cavities. Even Dr. Fred Stare

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1. Journal of Dentistry for Children, September/October 1974.

agreed the amount of sugar in a product should become public knowledge.[1] Whether the FDA will urge this on the FTC, or on the food companies' labels, is dubious, for the FDA is reluctant to ask for data they cannot substantiate themselves, and sugar content is elusive. Hence, the public may well remain unaware of the role of sugar in children's foods.

CONCLUSION

We do not mean to give exclusive attention to hazardous product advertising to large child audiences but attention to the matter can focus the Congress' attention on the wide range of products advertised before the largest child television audiences. (See appendix.)

At this point we cannot state whether hazardous products should be banned from television advertising, whether such ads should be time and program constrained, or whether additional warnings should be included. We do not know whether to cope with the en masse excesses of television advertising to children with public service announcements, educational institutional ads or counter ads, or all three of them. But we do know someone in our government must take the lead, for the private sector has proven itself incapable, and today the regulatory agencies are directionless.

We also feel the Congress should legislate on the whole subject of advertising to the pre-literate child. How can it be justified even in a private enterprise society?

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1. "Sour Responses to a Sweet Idea", by Marian Burros, The Washington Post, March 26, 1975.

By the end of these hearings, Mr. Chairman, you will have heard from consumers and industry, medical professionals and child development experts. You will have heard from the FTC and FCC of their attitudes toward regulation for children.

You will have gained evidence of the hazards in various products, and will have gathered how the real parent, or television's vicariously adopted parent, can stimulate a child to emulate that parent with unwarranted consumption of hazardous products.

You will have heard how en masse advertisements can suggest pill popping; you will have noticed the anti-nutritional bias of the food messages with the largest budgets. You will have collected information on the sophisticated messages absorbed 22,000 times per year by the typical TV watching child and may have heard evidence that disadvantaged children may see double that number.

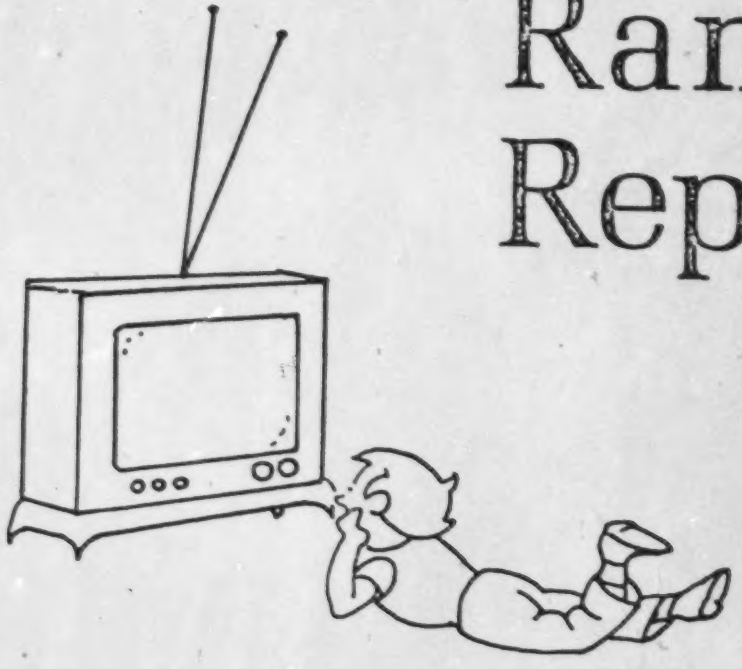
Having learned what Uncle Television has become to 44 million children, you and your sub-committee should be able to make knowledgeable recommendations to the House as a whole.

APPENDIX 1

NIELSEN STATION INDEX

CHILDREN'S VIEWING STUDY-

Ranking Report



May 1974

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NIELSEN STATION INDEX

The person audience estimates set forth in the Children's Viewing Study-Ranking Report have been derived from the May 1974 Nielsen Station Index Reports for the ten markets involved in this study.

These audience estimates are based upon projections from Nielsen survey measurements made in the manner described in NSI reports and subject to the definitions and reminders set forth therein. Additional copies of these definitions and reminders will be furnished on request.

CHILDREN'S VIEWING STUDY - RANKING REPORT

INTRODUCTION

THIS REPORT PROVIDES A RANKING OF THE TOP TWENTY PROGRAMS, BASED ON THE STATION TOTAL VIEWING OF CHILDREN SIX TO ELEVEN IN TEN MARKETS THE ESTIMATES ARE DERIVED FROM THE MAY 1974 VIEWERS IN PROFILE REPORTS FOR THE FOLLOWING MARKETS:

AUGUSTA
DENVER
EVANSVILLE
GREENSBORO-HIGH POINT-WINSTON SALEM
NASHVILLE
NEW YORK
SAN DIEGO
SPOKANE
TYLER, TEXAS
WASHINGTON, D. C.

SOME OF THE PROGRAMS SCHEDULED ON A MONDAY THROUGH FRIDAY (OR A MONDAY THROUGH SATURDAY) BASIS ARE INCLUDED AS AN AVERAGE OF FIVE OR SIX DAYS. THE FIVE DAY AVERAGE IS DENOTED BY ONE ASTERISK AND THE SIX DAY BY ONE CROSS. OTHER PROGRAMS WHICH WERE SCHEDULED FOR FIVE DAYS DID NOT QUALIFY AS AN AVERAGE. FOR THESE, THE DAYS WHICH DID QUALIFY WERE INCLUDED AND ARE DENOTED BY TWO ASTERISKS.

FOR EACH PROGRAM, ITS RANK, NAME, STATION, AFFILIATION, DAY, TIME AND STATION TOTAL AUDIENCE (CHILDREN 6-11) ARE INCLUDED.

AUGUSTA

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	BRADY BUNCH	WJBF	ABC-NBC	SUN	7:00-7:30 PM	25
2	6 MILLION $ MAN	WJBF	ABC-NBC	FRI	8:30-9:30 PM	22
3	BUGS BUNNY: ROCK	WJBF	ABC-NBC	SAT	8:00-8:30 AM	21
4	ALL IN THE FAMILY	WRDW	CBS	SAT	8:00-8:30 PM	20
4	GILLIGAN'S ISLAND	WJBF	ABC-NBC	MON-FRI*	4:30-5:00 PM	20
4	KUNG FU	WJBF	ABC-NBC	THU	9:00-10:00 PM	20
7	JOSIE: IN THE NEWS	WRDW	CBS	SAT	11:30 AM-12:00 PM	19
7	MANNIX	WRDW	CBS	SUN	8:30-9:30 PM	19
9	SPEED BUG: IN THE NEWS	WRDW	CBS	SAT	11:00-11:30 AM	18
9	WALTONS	WRDW	CBS	THU	8:00-9:00 PM	18
11	GOOD TIMES	WRDW	CBS	FRI	8:30-9:00 PM	17
11	YOGI GANG	WJBF	ABC-NBC	SAT	8:30-9:00 AM	17
13	LUCY SHOW	WJBF	ABC-NBC	MON-FRI*	5:00-5:30 PM	16
13	MARTIANS: IN THE NEWS	WRDW	CBS		10:00-10:30 AM	16
13	M*A*S*H	WRDW	CBS	SAT	8:30-9:00 PM	16
13	PARTRIDGE FAMILY	WJBF	ABC-NBC	SUN	6:30-7:00 PM	16
13	SCOOBY DOO-MOVIE	WRDW	CBS	SAT	9:00-10:00 AM	16
18	ODD COUPLE	WJBF	ABC-NBC	FRI	9:30-10:00 PM	15
18	ROOKIES	WJBF	ABC-NBC	MON	8:00-9:00 PM	15
18	TO TELL THE TRUTH	WRDW	CBS	MON**	7:00-7:30 PM	15

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES
**STATION TOTALS BASED ON ONLY ONE DAY RATHER THAN MONDAY-FRIDAY AVERAGES

DENVER

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	6 MILLION $ MAN	KBTV	ABC	FRI	7:30-8:30 PM	72
2	MOUSE FACTORY	KBTV	ABC	FRI	6:30-7:00 PM	67
3	BRADY BUNCH	KBTV	ABC	FRI	:00-7:30 PM	58
4	PINK PANTHER	KOA	NBC	SAT	8:30-9:00 AM	50
4	WORLD OF DISNEY	KOA	NBC	SUN	6:30-7:30 PM	50
6	JOSIE: IN THE NEWS	KMGH	CBS	SAT	9:30-10:00 AM	46
7	SPEED BUG: IN THE NEWS	KMGH	CBS	SAT	9:00-9:30 AM	45
8	BEWITCHED	KWGN	IND	MON-FRI*	5:30-6:00 PM	42
9	EMERGENCY	KCA	NBC	SAT	6:00-7:00 PM	41
10	GOOD TIMES	KMGH	CBS	SAT	8:30-9:00 PM	38
10	I DREAM OF JEANNIE	KWGN	IND	MON-SAT+	5:00-5:30 PM	38
12	M*A*S*H	KMGH	CBS	SAT	9:00-9:30 PM	37
13	ALL IN THE FAMILY	KMGH	CBS	SAT	8:00-8:30 PM	34
13	HAPPY DAYS	KBTV	ABC	TUE	7:00-7:30 PM	34
13	ODD COUPLE	KBTV	ABC	FRI	8:30-9:00 PM	34
16	DIRTY SALLY	KMGH	CBS	SAT	9:30-10:00 PM	33
16	KUNG FU	KBTV	ABC	THU	8:00-9:00 PM	33
18	GILLIGAN'S ISLAND	KWGN	IND	MON-FRI*	-:00-4:30 PM	32
19	HERE'S LUCY	KMGH	CBS	MON	7:00-7:30 PM	31
20	SIGMUND - MONSTERS	KOA	NBC	SAT	8:00-8:30 AM	30

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES
+STATION TOTALS BASED ON MONDAY-SATURDAY AVERAGES

EVANSVILLE

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	BRADY BUNCH	WTVW	ABC	FRI	7:00-7:30 PM	23
2	ODD COUPLE	WTVW	ABC	FRI	8:30-9:00 PM	22
3	KUNG FU	WTVW	ABC	THU	8:00-9:00 PM	20
3	SCOOBY DOO-MOVIE	WEHT	CBS	SAT	8:00-9:00 AM	20
3	6 MILLION $ MAN	WTVW	ABC	FRI	7:30-8:30 PM	20
3	WALTONS	WEHT	CBS	THU	7:00-8:00 PM	20
7	CARTOON CARNIVAL	WEHT	CBS	MON-FRI*	3:30-4:00 PM	19
8	JOSIE: IN THE NEWS	WEHT	CBS	SAT	10:30-11:00 AM	18
8	LASSIES-RANGERS	WTVW	ABC	SAT	9:00-9:30 AM	18
8	SPEED BUG: IN THE NEWS	WEHT	CBS	SAT	10:00-10:30 AM	18
11	BEVERLY HILLBILLIES	WEHT	CBS	WED**	5:00-5:30 PM	16
11	JEANNIE: IN THE NEWS	WEHT	CBS	SAT	9:30-10:00 AM	16
11	OUR GANG	WEHT	CBS	MON-FRI*	4:30-5:00 PM	16
11	SONNY & CHER	WEHT	CBS	WED	7:00-8:00 PM	16
15	GOMER PYLE USMC	WEHT	CBS	MON-FRI*	4:00-4:30 PM	15
15	HAPPY DAYS	WTVW	ABC	SUN	6:00-6:30 PM	15
15	HERE'S LUCY	WEHT	CBS	MON	8:00-8:30 PM	15
15	MARTIANS: IN THE NEWS	WEHT	CBS	SAT	9:00-9:30 AM	15
15	SABRINA: IN THE NEWS	WEHT	CBS	SAT	7:30-8:00 AM	15
15	WED. MOVIE-WEEK	WTVW	ABC	WED	7:30-9:00 PM	15

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES
**STATION TOTALS BASED ON ONLY ONE DAY RATHER THAN MONDAY-FRIDAY AVERAGE

GREENSBORO-HIGH POINT-WINSTON-SALEM, N. C.

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTAL (000) CHILDREN 6-11
-	6 MILLION $ MAN	WGHP	ABC	FRI	8:30-9:30 PM	49
2	WALTONS	WFMY	CBS	THU	8:00-9:00 PM	47
3	BRADY BUNCH	WGHP	ABC	FRI	8:00-8:30 PM	41
4	ODD COUPLE	WGHP	ABC	FRI	9:30-10:00 PM	39
5	SONNY & CHER	WFMY	CBS	WED	8:00-9:00 PM	38
6	HEE HAW	WFMY	CBS	SAT	7:00-8:00 PM	33
7	ALL IN THE FAMILY	WFMY	CBS	SAT	8:00-8:30 PM	32
7	APPLE'S WAY	WFMY	CBS	SUN	7:30-8:30 PM	32
7	SPEEDBUG: IN THE NEWS	WFMY	CBS	SAT	11:00-11:30 AM	32
7	SUPER FRIENDS	WGHP	ABC	SAT	9:00-10:00 AM	32
7	TARZAN	WGHP	ABC	SUN	6:00-7:00 PM	32
12	HERE'S LUCY	WFMY	CBS	MON	9:00-9:30 PM	31
13	GUNSMOKE	WFMY	CBS	MON	8:00-9:00 PM	30
13	MARY T MOORE	WFMY	CBS	SAT	9:00-9:30 PM	30
13	WORLD OF DISNEY	WXII	NBC	SUN	7:30-8:30 PM	30
16	GET SMART	WXII	NBC	MON-FRI*	4:30-5:00 PM	29
16	MANNIX	WFMY	CBS	SUN	8:30-9:30 PM	29
16	SCOOBY DOO-MOVIE	WFMY	CBS	SAT	9:00-10:00 AM	29
19	JEANNIE: IN THE NEWS	WFMY	CBS	SAT	10:30-11:00 AM	28
19	OZZIE'S GIRLS	WFMY	CBS	THU	7:30-8:00 PM	28

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES

NASHVILLE

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	WALTONS	WLAC	CBS	THU	7:00-8:00 PM	76
2	6 MILLION $ MAN	WNGE	ABC	FRI	7:30-8:30 PM	49
3	THREE STOOGES	WNGE	ABC	SUN	8:30-9:30 AM	48
4	LEAVE IT TO BEAVER	WSM	NBC	MON-FRI*	4:00-4:30 PM	43
5	WORLD OF DISNEY	WSM	NBC	SUN	6:30-7:30 PM	40
6	BOZO SHOW	WNGE	ABC	MON-FRI*	7:00-8:00 AM	39
7	MARY TYLER MOORE	WLAC	CBS	SAT	8:00-8:30 PM	37
8	BIG SHOW	WLAC	CBS	MON-FRI*	4:00-5:30 PM	36
8	EMERGENCY	WSM	NBC	SAT	7:00-8:00 PM	36
8	LASSIES-RANGERS	WNGE	ABC	SAT	9:00-9:30 AM	36
8	LUCY SHOW	WSM	NBC	MON-FRI*	4:30-5:00 PM	36
8	MANNIX	WLAC	CBS	SUN	7:30-8:30 PM	36
13	BARNABY JONES	WLAC	CBS	SUN	8:30-9:30 PM	35
13	HEE HAW	WLAC	CBS	SAT	6:00-7:00 PM	35
15	GOMER PYLE USMC	WLAC	CBS	THU**	3:30-4:00 PM	34
15	HERE'S LUCY	WLAC	CBS	MON	8:00-8:30 PM	34
17	BOB NEWHART	WLAC	CBS	SAT	8:30-9:00 PM	33
17	HAPPY DAYS	WNGE	ABC	TUE	7:00-7:30 PM	33
17	WILD KINGDOM	WNGE	ABC	SUN	6:00-6:30 PM	33
20	CAROL BURNETT	WLAC	CBS	SAT	9:00-10:00 PM	32
20	MUNSTERS	WSM	NBC	MON-FRI*	3:30-4:00 PM	32
20	SCOOBY DOO-MOVIE	WLAC	CBS	SAT	8:00-9:00 AM	32

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES
**STATION TOTALS BASED ON ONLY ONE DAY RATHER THAN MONDAY-FRIDAY AVERAGE

NEW YORK

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	BRADY BUNCY	WABC	ABC	FRI	8:00-8:30 PM	741
2	6 MILLION $ MAN	WABC	ABC	FRI	8:30-9:30 PM	541
3	EMERGENCY	WNBC	NBC	SAT	8:00-9:00 PM	487
4	GOOD TIMES	WCBS	CBS	FRI	8:30-9:00 PM	419
5	MARY TYLER MOORE	WCBS	CBS	SAT	9:00-9:30 PM	403
6	WORLD OF DISNEY	WNBC	NBC	SUN	7:30-8:30 PM	382
7	HAPPY DAYS	WABC	ABC	TUE	8:00-8:30 PM	375
8	SIGMUND - MONSTERS	WNBC	NBC	SAT	10:00-10:30 AM	352
9	FIREHOUSE	WABC	ABC	THU	8:30-9:00 PM	337
10	M*A*S*H	WCBS	CBS	SAT	8:30-9:00 PM	330
11	EMERGENCY PLUS 4	WNBC	NBC	SAT	9:00-9:30 AM	329
12	BOB NEWHART	WCBS	CBS	SAT	9:30-10:00 PM	328
13	I DREAM OF JEANNIE	WPIX	IND	MON-FRI*	6:00-6:30 PM	316
14	CAROL BURNETT	WCBS	CBS	SAT	10:00-11:00 PM	310
15	SONNY & CHER	WCBS	CBS	WED	8:00-9:00 PM	308
16	CHOPPER ONE	WABC	ABC	THU	8:00-8:30 PM	295
17	WALTONS	WCBS	CBS	THU	8:00-9:00 PM	294
18	APPLE'S WAY	WCBS	CBS	SUN	7:30-8:30 PM	285
19	FLINTSTONES	WNEW	IND	THU**	5:30-6:00 PM	280
19	MUNSTERS	WPIX	IND	THU**	4:30-5:00 PM	280

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES
**STATION TOTALS BASED ON ONLY ONE DAY RATHER THAN MONDAY-FRIDAY AVERAGES

SAN DIEGO

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	EMERGENCY	KGTV	NBC	SAT	8:00-9:00 PM	55
1	WORLD OF DISNEY	KGTV	NBC	SUN	7:30-8:30 PM	55
3	BRADY BUNCH	KCST	ABC	FRI	8:00-8:30 PM	54
4	POPEYE	XETV	IND	MON-FRI*	3:00-3:30 PM	46
5	6 MILLION $ MAN	KCST	ABC	FRI	8:30-9:30 PM	38
6	SIGMUND-MONSTERS	KGTV	NBC	SAT	9:00-9:30 AM	37
6	SUPERMAN	XETV	IND	MON-FRI*	3:30-4:00 PM	37
8	ADAM 12	KGTV	NBC	TUE	8:00-8:30 PM	36
8	SANFORD & SON	KGTV	NBC	FRI	8:00-8:30 PM	36
8	TIMMY & LASSIE	XETV	IND	MON-FRI*	7:30-8:00 AM	36
11	WALTONS	KFMB	CBS	THU	8:00-9:00 PM	34
12	ALL IN THE FAMILY	KFMB	CBS	SAT	8:00-8:30 PM	32
13	MAGICIAN	KGTV	NBC	MON	8:00-9:00 PM	29
14	APPLE'S WAY	KFMB	CBS	SUN	7:30-8:30 PM	28
14	DENNIS THE MENACE	XETV	IND	MON-FRI*	8:00-8:30 AM	28
14	OZZIE'S GIRLS	KGTV	NBC	SAT	7:30-8:00 PM	28
17	PINK PANTHER	KGTV	NBC	SAT	9:30-10:00 AM	27
18	BOBBY GOLDSBORO	KFMB	CBS	WED	7:30-8:00 PM	26
18	GILLIGAN'S ISLAND	XETV	IND	MON-FRI*	4:30-5:00 PM	26
18	LEAVE IT TO BEAVER	XETV	IND	MON-FRI*	4:00-4:30 PM	26
18	SONNY & CHER	KFMB	CBS	WED	8:00-9:00 PM	26
18	SUPER FRIENDS	KCST	ABC	SAT	8:00-9:00 AM	26

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGE

SPOKANE

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	WORLD OF DISNEY	KHQ	NBC	SUN	7:30-8:30 PM	37
2	6 MILLION $ MAN	KREM	ABC	FRI	8:30-9:30 PM	35
3	WALTONS	KXLY	CBS	THU	8:00-9:00 PM	29
4	MUNSTERS	KREM	ABC	SUN	9:00-9:30 AM	28
5	BRADY BUNCH	KREM	ABC	FRI	8:00-8:30 PM	25
6	HAPPY DAYS	KREM	ABC	TUE	8:00-8:30 PM	24
6	LASSIES-RANGERS	KREM	ABC	SAT	9:00-9:30 AM	24
6	UNDERDOG	KREM	ABC	SUN	8:30-9:00 AM	24
9	EMERGENCY	KHQ	NBC	SAT	8:00-9:00 PM	22
9	WILD KINGDOM	KHQ	NBC	SUN	7:00-7:30 PM	22
11	SONNY & CHER	KXLY	CBS	WED	8:00-9:00 PM	21
11	SUPER FRIENDS	KREM	ABC	SAT	8:00-9:00 AM	21
13	COWBOYS	KREM	ABC	WED	8:00-8:30 PM	19
13	KID POWER	KREM	ABC	SUN	10:00-10:30 AM	19
13	ODD COUPLE	KREM	ABC	FRI	9:30-10:00 PM	19
13	PARTRIDGE FAMILY	KREM	ABC	SAT	8:00-8:30 PM	19
17	CHOPPER ONE	KREM	ABC	THU	8:00-8:30 PM	17
17	DIRTY SALLY	KXLY	CBS	FRI	8:00-8:30 PM	17
17	FLINTSTONES	KREM	ABC	MON-FRI*	3:30-4:00 PM	17
20	ALL IN THE FAMILY	KXLY	CBS	SAT	7:30-8:00 PM	16
20	APPLE'S WAY	KXLY	CBS	SUN	7:30-8:00 PM	16
20	CREATURE FEATURE	KHQ	NBC	SAT	2:30-4:00 PM	16
20	GOOBER & GHOST: ROCK	KREM	ABC	SAT	9:30-10:00 AM	16
20	M*A*S*H	KXLY	CBS	WED	7:30-8:00 PM	16
20	VISION ON	KREM	ABC	SUN	9:30-10:00 AM	16

*STATION TOTALS BASED ON MONDAY-FRIDAY AVERAGES

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	SANFORD & SON	KLTV	ABC-NBC	FRI	7:00-7:30 PM	18
2	YOGI GANG	KLTV	ABC-NBC	SAT	7:00-8:00 AM	13
3	ODD COUPLE	KLTV	ABC-NBC	FRI	8:30-9:30 PM	12
3	6 MILLION $ MAN	KLTV	ABC-NBC	FRI	7:30-8:30 PM	12
3	SUPER FRIENDS	KLTV	ABC-NBC	SAT	8:00-9:00 AM	12
6	TRUTH OR CONSEQUENCES	KLTV	ABC-NBC	WED**	6:30-7:00 PM	10
6	WED MOVIE - WEEK	KLTV	ABC-NBC	WED	7:30-9:00 PM	10
8	BUGS BONNY: ROCK	KLTV	ABC-NBC	SAT	7:00-7:30 AM	9
8	COWBOYS	KLTV	ABC-NBC	WED	7:00-7:30 PM	9
8	GOOBER & GHOST: ROCK	KLTV	ABC-NBC	SAT	9:30-10:00 AM	9
8	KUNG FU	KLTV	ABC-NBC	THU	8:00-9:00 PM	9
8	LASSIE-RANGERS	KLTV	ABC-NBC	SAT	9:00-9:30 AM	9
8	MON. NIGHT MOVIE	KLTV	ABC-NBC	MON	8:00-10:00 PM	9
8	TRUTH OR CONSEQUENCES	KLTV	ABC-NBC	THU**	6:30-7:00 PM	9
15	BRADY KIDS	KLTV	ABC-NBC	SAT	10:00-10:30 AM	7
15	MARCUS WELBY M.D.	KLTV	ABC-NBC	TUE	9:00-10:00 PM	7
15	STREETS OF SAN FRANCISCO	KLTV	ABC-NBC	THU	9:00-10:00 PM	7
18	FLIP WILSON	KLTV	ABC-NBC	THU	7:00-8:00 PM	6
18	STAR TREK	KLTV	ABC-NBC	FRI**	4:30-5:30 PM	6
20	OWEN MARSHALL	KLTV	ABC-NBC	SAT	9:00-10:00 PM	5
20	PARTRIDGE FAMILY	KLTV	ABC-NBC	SAT	7:00-7:30 PM	5
20	ROOKIES	KLTV	ABC-NBC	MON	7:00-8:00 PM	5
20	STAR TREK	KLTV	ABC-NBC	THU**	4:30-5:30 PM	5

**STATION TOTALS BASED ON ONLY ONE DAY RATHER THAN MONDAY-FRIDAY AVERAGE

WASHINGTON, D. C.

RANK	PROGRAM	STATION	NETWORK AFFILIATE/ INDEPENDENT	DAY	TIME	STATION TOTALS (000) CHILDREN 6-11
1	WALTONS	WTOP	CBS	THU	8:00-9:00 PM	170
2	6 MILLION $ MAN	WMAL	ABC	FRI	8:30-9:30 PM	160
3	BRADY BUNCH	WMAL	ABC	FRI	8:00-8:30 PM	146
4	WONDERAMA	WTTG	IND	SUN	8:00-11:00 AM	112
5	WORLD OF DISNEY	WRC	NBC	SUN	7:30-8:30 PM	106
6	ODD COUPLE	WMAL	ABC	FRI	9:30-10:00 PM	105
7	SONNY & CHER	WTOP	CBS	WED	8:00-9:00 PM	97
8	MARY TYLER MOORE	WTOP	CBS	SAT	9:00-9:30 PM	96
9	APPLE'S WAY	WTOP	CBS	SUN	7:30-8:30 PM	95
10	WILD KINGDOM	WRC	NBC	SUN	7:00-7:30 PM	94
11	GOOD TIMES	WTOP	CBS	FRI	8:30-9:00 PM	93
12	EMERGENCY	WRC	NBC	SAT	8:00-9:00 PM	83
13	BOB NEWHART	WTOP	CBS	SAT	9:30-10:00 PM	80
13	HAPPY DAYS	WMAL	ABC	TUE	8:00-8:30 PM	80
15	SUPER FRIENDS	WMAL	ABC	SAT	9:00-10:00 AM	76
16	GILLIGAN'S ISLAND	WDCA	IND	THU**	5:30-6:00 PM	73
17	BATMAN	WDCA	IND	THU**	5:00-5:30 PM	72
17	M*A*S*H	WTOP	CBS	SAT	8:30-9:00 PM	72
19	ROOKIES	WMAL	ABC	MON	8:00-9:00 PM	70
20	ALL IN THE FAMILY	WTOP	CBS	SAT	8:00-8:30 PM	68

**STATION TOTALS BASED ON ONLY ONE DAY RATHER THAN MONDAY-FRIDAY AVERAGE

APPENDIX 1

WPIX INC.
11 WPIX PLAZA
NEW YORK CITY 10017
(212) 883-6020

RICHARD N. HUGHES
SENIOR VICE PRESIDENT

Dear Mr. Choate

In answer to your recent letter, the May, 1974 Nielsen report for New York indicates that 42% of the audience for I DREAM OF JEANNIE, Monday-Friday, was made up of children under tweleve years of age.

The Thursday showing of THE MUNSTERS had 64% of its audience in that group, although the other days of the week were somewhat lower.

The Flinstones is not carried on WPIX.

If there is any other information you would like, please feel free to call me.

Cordially,

Richard N. Hughes

Mr. Robert B. Choate
Council on Children, Media
& Merchandising

February 27, 1975

APPENDIX 1

KWGN
TELEVISION
550 LINCOLN STREET
DENVER, COLORADO 80203
TELEPHONE: 303 892-5555
A SUBSIDIARY OF
WGN CONTINENTAL
BROADCASTING COMPANY

February 20, 1975

Robert B. Choate
Council on Children, Media and Merchandising
1346 Connecticut Ave.
Washington, D. C. 20036

Dear Mr. Choate:

Listed below are the figures you requested regarding several of our shows. The percentages cited are those of children in the total audience of the Total Survey Area. These figures are taken from the May, 1974 reports.

	ARB	NSI
Bewitched (M-F)	30%	39%
I Dream of Jeannie(M-S)	33%	43%
Gilligan's Island (M-F)	46%	58%

If we can be of further assistance, please let us know.

Cordially,

Linda S. Lange
Promotion Assistant

QUALITY/INTEGRITY/RESPONSIBILITY/PERFORMANCE

APPENDIX 2

TOP 40 CHILDREN'S TELEVISION PROGRAMS BY AUDIENCE SIZE
AIRED BEFORE 9 PM ON 3 NETWORKS -- 9/30/74 - 10/13/74

Program	Time	Total Children
Emergency	8:00 PM	8,700,000
Wonderful World of Disney	7:30 PM	8,290,000
Planet of the Apes	8:00 PM	8,000,000
The Waltons	8:00 PM	7,320,000
Happy Days	8:00 PM	7,010,000
Apple's Way	7:30 PM	6,880,000
The Rookies	8:00 PM	6,730,000
*Land of the Lost	10:00 AM +	6,670,000
Little House on Prairie	8:00 PM	6,370,000
*New Adventures of Gilligan	9:30 AM +	6,370,000
*Jeannie	9:00 AM +	6,310,000
Good Times	8:00 PM	6,220,000
M*A*S*H	8:30 PM	5,990,000
All in the Family	8:00 PM	5,650,000
*Run, Joe, Run	9:30 AM +	5,630,000
*Shazam	10:30 AM +	5,550,000
*Hong Kong Fooey	9:00 AM +	5,510,000
*Partridge Family-2200 A.D.	9:30 AM +	5,410,000
Sanford & Son	9:00 PM	5,380,000
*Devlin	10:00 PM +	5,150,000
Born Free	8:00 PM	5,120,000
Paper Moon	8:30 PM	5,110,000
*Sigmund-Sea Monster	10:30 AM +	5,050,000
Chico & The Man	8:30 PM	4,890,000
*Valley of the Dinosaurs	10:00 AM +	4,800,000
*Harlem Globetrotters	11:00 AM +	4,770,000
*Pink Panther Show	11:00 AM +	4,660,000
Kojak	8:30 PM	4,610,000
*Scooby Doo-Where Are You	8:30 AM +	4,570,000
Paul Sand-Friends-Lovers	8:30 PM	4,520,000
Six Million Dollar Man	8:30 PM	4,520,000
*Fat Albert & Cosby Kids	10:30 AM	4,480,000
Wed. Movie of the Week	8:30 PM	4,350,000
*Razzle Dazzle Comedy Show	11:30 AM +	4,290,000
That's My Mama	8:00 PM	4,230,000
*Emergency +4	9:00 AM +	4,220,000
Sons & Daughters	8:00 AM	4,210,000
*Wheelie-Chopper Bunch	9:30 AM +	4,200,000
Gunsmoke	8:00 PM	4,040,000
*Korg 7,000 B.C.	10:30 AM +	4,000,000

* Saturday/Sunday AM
+ Audience over 50% children

Source: A.C. Nielsen Company

APPENDIX 3

TABLE I

CATEGORIES OF SUBSTANCES MOST FREQUENTLY INGESTED
BY CHILDREN UNDER 5 YEARS OF AGE
REPORTED BY POISON CONTROL CENTERS
1971 - 1973

TYPE OF SUBSTANCE	1973 No.	1973 %	1972 No.	1972 %	1971 No.	1971 %
1. Aspirin	6576	6.5	8146	7.8	8529	10.1
Baby	4275	4.2	5305	5.1	5773	6.8
Adult	1098	1.1	1322	1.3	1165	1.4
Unspecified	1203	1.2	1519	1.4	1591	1.9
2. Soaps, Detergents, Cleaners	5513	5.4	5940	5.7	4359	5.2
3. Plants (excl. mushrooms & toadstools)	5394	5.3	4759	4.5	4059	4.8
4. Vitamins, Minerals	5146	5.1	5320	5.1	4053	4.8
5. Antihistamines, Cold Medicines	4770	4.7	4355	4.1	3246	3.8
6. Perfume, Cologne, Toilet Water	3062	3.0	3108	3.0	2281	2.7
7. Household Disinfectants, Deodorizers	3059	3.0	3301	3.1	2670	3.2
8. Miscellaneous Internal Medicines	3040	3.0	3186	3.0	2607	3.1
9. Psychopharmacologic Agents	3010	3.0	2998	2.9	2486	3.0
10. Household Bleach	2636	2.6	2794	2.7	2142	2.5
11. Chemicals	2286	2.3	2382	2.3	1593	1.9
12. Miscellaneous Analgesics	2218	2.2	2220	2.1	1856	2.2
13. Insecticides (excluding Mothballs)	2136	2.1	2306	2.2	1886	2.2
14. Hormones	2050	2.0	1970	1.9	1692	2.0
15. Liquid Polish or Wax	1996	2.0	1872	1.8	1342	1.6
16. Liniments	1982	2.0	2133	2.0	1415	1.7
17. Glues, Adhesives	1827	1.8	1866	1.8	1475	1.7
18. Cosmetic Lotions, Creams	1801	1.8	1783	1.7	1300	1.5
19. Miscellaneous Products	1800	1.8	1941	1.9	1398	1.7
20. Medicine Combinations	1741	1.7	1865	1.8	1654	2.0
21. Acids, Alkalies	1662	1.6	1815	1.7	1406	1.7
22. Miscellaneous External Medicines	1596	1.6	1587	1.5	1203	1.4
23. Fingernail Preparations	1517	1.5	1191	1.1	806	1.0
24. Rodenticides	1483	1.5	1508	1.4	1274	1.5
25. Antiseptic Medication	1417	1.4	1346	1.3	1142	1.4

Source: Individual case reports submitted to the National Clearinghouse for Poison Control Centers, 1973: 117,589 reports from 517 Centers in 45 States /1; 1972: 105,018 reports from 548 Centers in 47 States /1; 1971: 84,370 reports from 505 Centers in 47 States /1.

/1 Includes District of Columbia, Canal Zone, Virgin Islands, and military bases abroad.

APPENDIX 4

EXHIBIT A

CHILD WARNINGS ON PRODUCTS ADVERTISED ON PROGRAMS WITH OVER FIVE MILLION VIEWERS UNDER TWELVE:

GERITOL TABLETS: "Warning: Keep this and all medicines out of the reach of children."

ANACIN: "Warning: Keep this and all medicines out of children's reach. In case of accidental overdose, contact a physician immediately." Also has a protective cap.

DRISTAN: "Keep all medicines out of the reach of children...For children under 6, consult a physician."

LYSOL SPRAY DISINFECTANT: "Caution: keep out of reach of children... Caution - flammable mixture. Do not use near fire or flame... Do not puncture...Avoid contact with food. Keep spray away from eyes..."

MENNEN E DEODORANT: "Keep out of children's reach... Caution: Use only as directed. Intentional misuse by deliberately inhaling aerosol contents can be harmful or fatal...Keep product away from eyes..."

ARRID EXTRA DRY: "Keep out of reach of children...Never spray toward face or open flame..."

ALKA-SELTZER: "Children: 1/2 the adult dose. Caution: For children under 3, consult your physician."

BAYER ASPIRIN: "Warning: Keep this and all medicines out of children's reach. In case of accidental overdose, contact a physician immediately...Important directions inside, including children's dosage. Caution: for children under 3 years of age, consult your physician." Also has "Child Guard" cap.

GILLETTE SOFT AND DRY: "Keep out of reach of children...Never spray toward face or open flame...Intentional misuse by deliberately concentrating and inhaling the contants can be harmful or fatal..."

FOOT GUARD FOOT SPRAY: "Keep out of reach of children."

Preschool children in low income families have generally poorer diets than children in higher income families.

APPENDIX 5

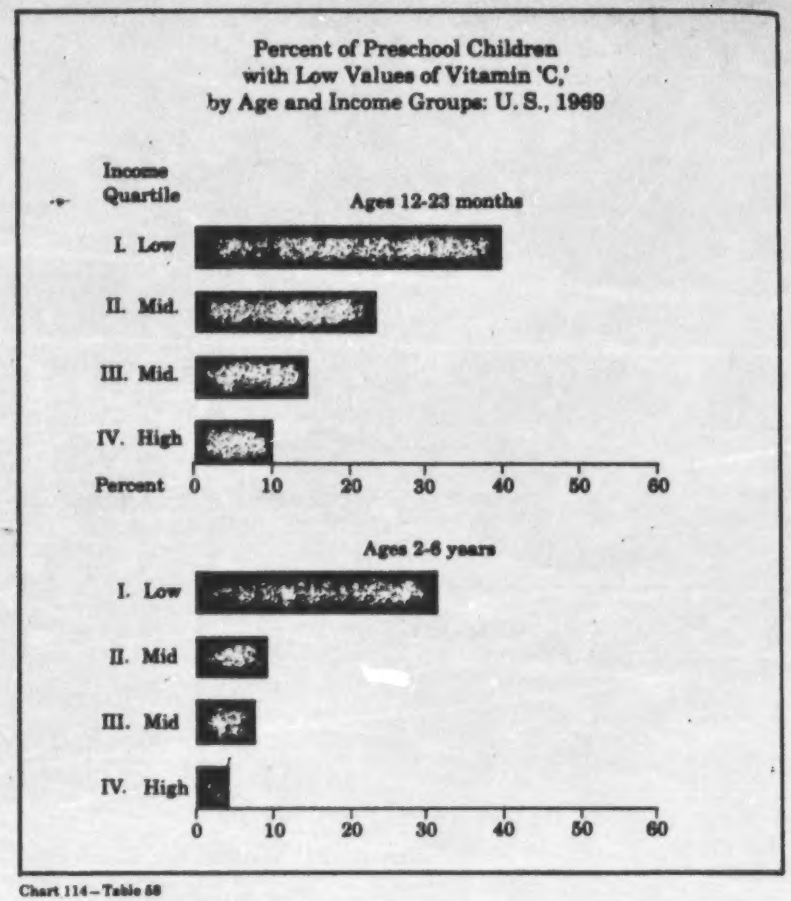

Chart 114 – Table 88

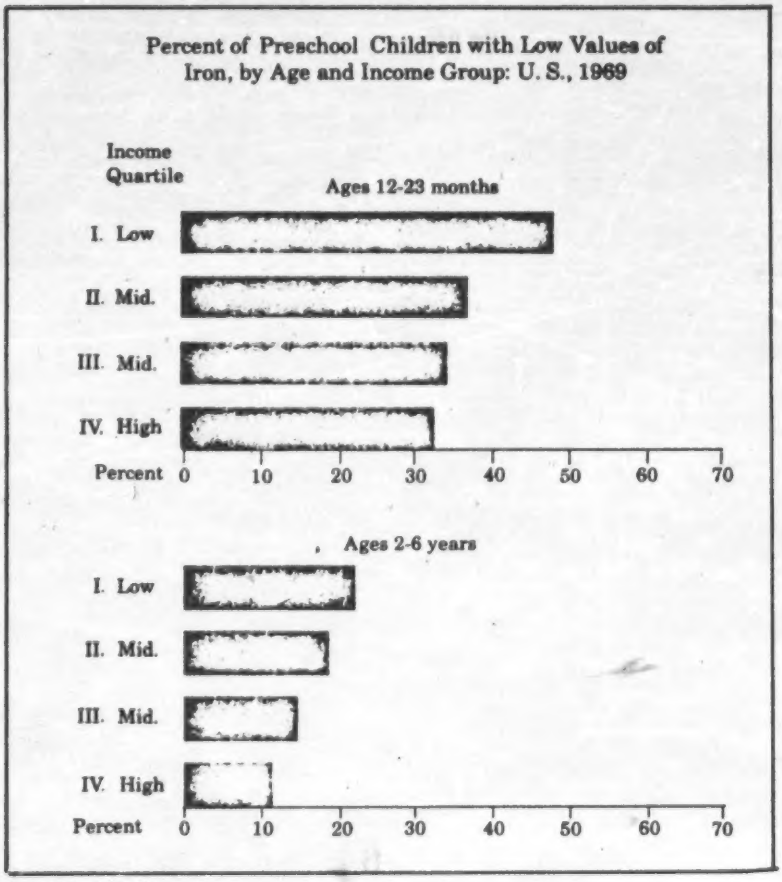

Chart 115 – Table 88

Poor children have greater unmet dental needs than children in more affluent families.

APPENDIX 5

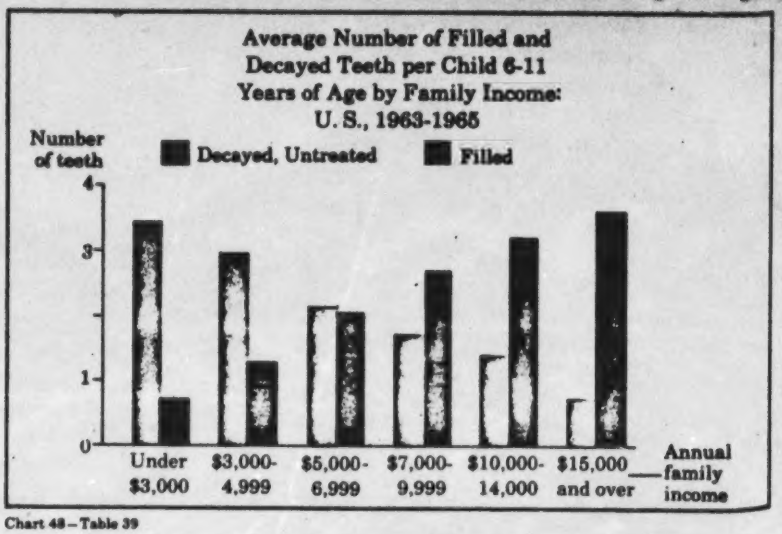

Chart 48 – Table 39

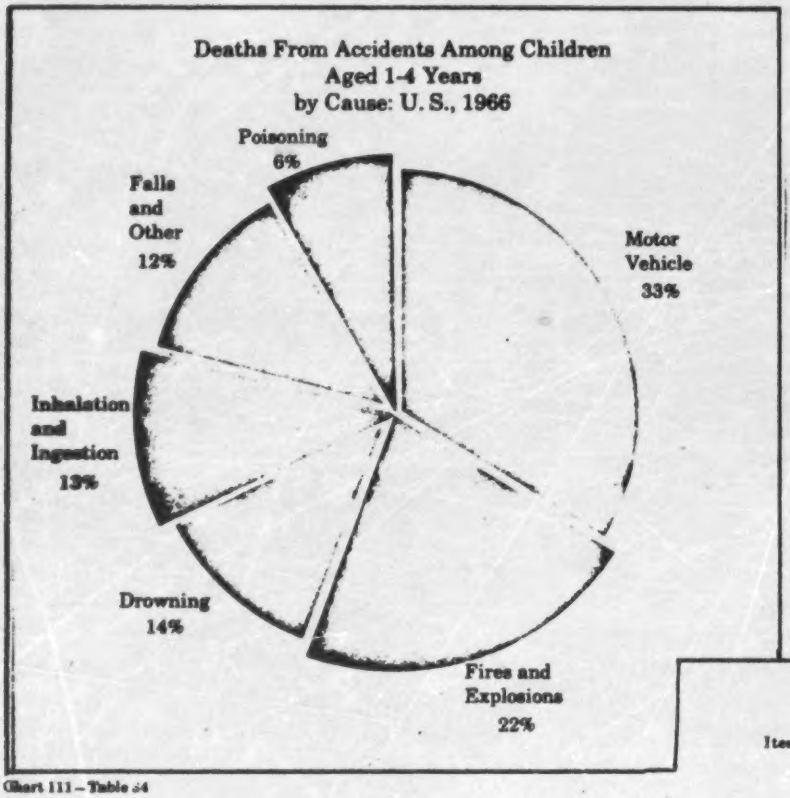
Deaths From Accidents Among Children Aged 1-4 Years by Cause: U. S., 1966
Poisoning 6%
Falls and Other 12%
Motor Vehicle 33%
Inhalation and Ingestion 13%
Drowning 14%
Fires and Explosions 22%

Chart 111 – Table 54

Table 146.
Percent of Households with Television Sets: United States, 1955 to 1969

(Chart 64)

Item	June 1955[1]	May 1960	August 1965	June 1967			January 1969[2]		
				All households	Households with Television		All households	Households with Television	
					UHF set[3]	Color set		UHF set[3]	Color set
All households	100	100	100	100	42	19	100	55	32
Percent with TV	67	88	92	94	100	100	95	100	100
By area:									
Inside SMSA's	78	91	94	95	45	21	96	59	34
Outside SMSA's	50	82	89	92	37	17	94	47	28
By region:									
Northeast	80	92	94	95	41	18	96	55	29
North Central	72	89	94	95	47	21	96	58	34
South	53	82	90	92	38	16	94	51	29
West	62	87	92	93	43	24	95	57	40
By numbers of sets:									
No set	33	12	8	6	(X)	(X)	5	(X)	(X)
1 set	65	77	73	69	35	13	66	47	22
2 sets or more	2	11	20	25	61	37	29	73	54

X Not applicable.
[1] Excludes Alaska and Hawaii.
[2] Sets equipped for ultra high frequency reception.
[3] No survey conducted in 1968.
U.S. Department of Commerce, Bureau of the Census.